

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
Cambridge International Diploma in Management  
Higher Professional Level

**STRATEGIC MANAGEMENT**

**4186/01**

**4262/01**

Core Module

Valid between 1 January 2004 and 31 December 2004

**READ THESE INSTRUCTIONS FIRST**

You should read the assignment carefully

It is important to complete the **Assignment Cover Sheet** when you have finished your work. You must complete the details and sign the declaration to confirm that the assignment is all your own work and your tutor must sign to verify that it is your own work.

The length of the assignment must be between 3000 and 4000 words.

This document consists of **2** printed pages.



**Strategic Management – Core Module****Title: Managing Strategically**

The assignment should be prepared in the form of a professional consultancy document that could be presented to the senior management of the organisation that the candidate works for. Candidates should **not** answer each section separately but rather present a coherent report encompassing all of the tasks given below.

Candidates are expected to draw on appropriate research, breadth of academic reading, application of theory to practice and presentation skills. The report should use the number of words as given on the front cover and have any necessary supplementary information attached in appendices.

1. Identify a strategic change that has taken place in your organisation during the last two years. Using a range of sources, collect information on the background to the strategic change, the key changes made and the desired outcomes. Summarise these.
2. Identify and analyse the internal and external forces for the strategic change that has taken place and the options that were available. Critically evaluate these options and comment on the strategy adopted.
3. Using a range of information sources, identify the progress being made towards the original strategic plan, including the reactions of relevant people to the strategic change. Make a note of those parts of the plan that are working well and those that are working less well.
4. From your research and your knowledge of emerging internal and external influences, make suggestions for changes to the strategy, paying particular attention to the role of managers in implementing the plan. Include an implementation plan and evaluation criteria. Present your recommendations in the form of a formal written proposal to your manager.

You must include in your assignment all documentation, notes and materials generated from each stage.

You are not expected to include confidential information on your organisation, its personnel or performance.

Your proposal does not have to be accepted and implemented for the assignment to be valid.